

## Summary

The rigorous thesis entitled „The Media Habits of Children Aged 5-6 Years. A Comparison of Preferences Between Girls and Boys“ builds on the diploma thesis „The Media Habits of Children Aged 5-6 Years“ and is its extension and reworking. The work seeks to answer two basic questions: What place does the media have in the lives of children aged 5-6 years? Are traditional media (television, radio, magazines, as well as books), or new media (computer, internet, cell phones, etc.) more popular for these children? The author then in 2014 and 2015 completed work on another view which focused mainly on the correlation between the sex and the media habits of preschool children.

To answer these questions the author conducted his own research which focused on children from three nursery schools, their parents and teachers. Research was drawn from three basic sources. The first source was a questionnaire survey of parents of children, another was a questionnaire survey among teachers and the third source was a questionnaire with the children themselves - the author led them through structured interviews and also conducted several simple experiments. The analytical methods of the research included both quantitative and qualitative content analysis.

The findings from the quantitative research have been used to validate or refute some hypotheses. The basic hypothesis was that the five-year-old and six-year-old children will choose the electronic media in the case of free elections more often than books or magazines. This hypothesis was confirmed in 2010 only partially, in further research in 2014 already proved to be valid - but with some minor exceptions (radio is not so popular).

And for example one of the incidental hypotheses was in 2010 confirmed: the majority of pre-schoolers was in contact with the Internet. From the desktop icons on the laptop 57 percent of children chose Internet Explorer or Mozilla Firefox. Preschool children watched in 2010 significantly less television than the average Czech population - such a conclusion was obtained from parents. According to them, children watched television every day for just one hour.

In addition, according to teachers in nursery schools, children were rarely in contact with television and especially with the computer but someone read to them regularly several times a week.

The interviews with children showed that the media have a firm place in the leisure activities of preschool children. But the important role still in 2010 had for children classic

toys as blocks or car models, it was also important to play with siblings or to paint, draw or to do some sports.

Further research in 2014 showed, for example, that if they choose between an action computer game and television show with fairy tales and stories, pick the boys more often computer games while girls television show.